

Parkergrams

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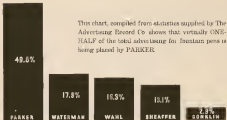


NOT GOLD DIGGERS BUT GOLD GIVERS

These two young women "fill you to your Order"—they are busy making not credit orders to dealers who learned that an \$5000 GP-1450 and up to 14500 can be derived by concentrating on Parker. Orders in excess of a million dollars have been paid to dealers in the past few years. That credit must all again be credited to dealers at the end of this year. You can easily show us this by mail—ask our representative to show you how.

PARKER IS OFF TO ANOTHER LONG LEAD IN 1934

In The First Four Months 3 Times As Much National Magazine Advertising Has Been Done By Parker Than By The Nearest Competitor.



And This Chart Does Not Include Advertising Placed In Newspapers. Parker Has Spent Thousands of Dollars In This Field. Competitors Have Done So Little That We Can Put No Fair Book For Comparison. Parker Is The ONLY Pen Company Listed Among The Leading Newspaper Advertisers.

**AND THE TREMENDOUS FALL AND WINTER
CAMPAIGNS WILL MAKE THE LEAD EVEN
GREATER.**

NOW COMES

PARKER'S

ADVERTISING FOR FALL 1934

166,559,097 ADVERTISEMENTS!

in

17 NATIONAL MAGAZINES

THE SATURDAY EVENING POST

Time	United Magazine	Entire Digest	Red Book
Good Housekeeping	Ladies	National Geographic	Playboy
Success Mags. Cosmetics	Luxembourg	New Yorker	Woman's Magazine
Time Magazine	Liberty	Jewel Book	Woman's Day

IN 155 METROPOLITAN NEWSPAPERS and 226 COLLEGE PAPERS

Big Parker Ads Will Picture, Tell and Sell Parker Pens, Pencils, and Quills to the People in YOUR CITY From School Opening to Christmas - The 5 Months in Which 65% of the Year's Pen Business is Done - Stock Up For Twice As Many Calls As You Have Had in The Last 4 Years.

THE FRANCHISE VALUE of the **PARKER AGENCY**

Is revealed by The **NATIONAL PEN CONSENSUS** of Saturday Evening Post Readers
Conducted by the Recording & Statistical Corp., Chicago

They certify that **PARKER** is the **FIRST CHOICE PEN** by **9** to **4**



The Startling Facts on Pen Preference As Shown In Nation-Wide Poll Now Given FREE To Parker Dealers. This Remarkable Book Gives Complete Information In Simple And Graphic Form.

See The Figures For Your Territory—See Why We Say You'll Double Your Parker Business This Year And Should Stock Accordingly.

1 9 3 4 CENSUS

Fountain Pens AND *Writing Inks*

Conducted by
THE RECORDING & STATISTICAL CORP.
CHICAGO, ILL.

March, 1934

THE FOUNTAIN PEN CO.
Jamaica, N.Y.

Please send me free the 1934 Pen
Census book as prepared by Record &
Statistical Corp.

Name

Address

City State

SEND COUPON NOW 

SOME VACUMATIC DISPLAYS THAT



\$205 IN 8 DAYS FROM THIS WINDOW

As Ken Winkler says, "This window speaks for itself." It was installed at the store of A. FOGE FLETCHER CO., 1628 Chestnut St., Philadelphia, Pa. Here's the record it made in 8 days:

1 Pair	@ \$10.00
11 Pairs	@ 7.00
14 Pairs	@ 7.50
2 Sets	@ 8.50
7 Pairs	@ 2.00
2 Best Sets	@ 12.50

Business produced by this window was so good that the Fogg Fletcher Co. had to place a new order immediately to fill depleted stocks.

ANOTHER REMARKABLE SELLING RECORD FOR THIS DISPLAY

This attractive window used the Parker Display, made the Great Plumber and the Vacuum Motion Display to attract attention. Here's the record for 8 selling days:

51 Pairs	@ \$ 3.50
20 Pairs	@ 3.00
8 Sets	@ 7.50
4 Sets	@ 10.00
2 Best Sets	@ 10.00
1 Best Set	@ 20.00
Total	\$258.00

The Right is up is certainly doing the job for dealers.

502



"MOVED THE GOODS" QUICKLY



THIS STRIKING DISPLAY RUN IN CONNECTION WITH NOVEL CONTEST

The University Co-Operative Society of Austin, Texas ran a guessing contest in connection with the display shown above and got fine results. Three Vicarmalls were frozen into a solid cake of ice by the local ice company. Contestants were required to guess how long it would take for the ice to melt, and hand in their guess at the pen counter. Five prizes were offered, ranging from a desk set down to a junior pencil. It proved to be a very successful "stunt"—aroused great campus interest, and sold lots of goods—pens—pencils and Quink. Incidentally, it took exactly 44 hours and 15 minutes for the ice to melt.

THE SATURDAY EVENING POST

The Recording & Statistical Corporation now Announces the Result of the

NATIONAL PEN CENSUS of 1934

—their second among readers of *The Saturday Evening Post*

Visit Paul's Printing

FORBIDDEN OF REPLY

- J. K. [illegible] [illegible]
- W. H. [illegible] [illegible]
- [illegible] [illegible] [illegible]
- [illegible] [illegible] [illegible]

**REVEALING THAT THE
PUBLIC'S FIRST CHOICE
IS PARKER**

1 to 4

long

More Ink

Because It Does What No Previous Pen Can Do

This Revolutionary Invention is Replacing Thousands of Rubber Sac Pens Every Day!

1—Holds 100% more ink, so that increases your
2—Rolls back when to refill—the only transparent barrel that doesn't stain transparent

3—Erasable 1/2 inch wide pen points including the roller ball, are used in most types pens, and the proven spring used in roller ball pens

4—Works fine in wettest climates—no one to have trouble with All Parker Pens of Gold, Silver, Bronze, Platinum—perfectly formed on both sides
5—Guarantee of an irrevocably perfect

A fountain pen is a tool of hand and brain, and you can't expect to work at your top ability—without having an erasing—roll-back—self-cleaning tool. You want to pay no a pen with the benefits of thousands of all celebrated people who now are buying roller balls in fountain pens—equipping themselves with the best thing, ever, ever made.
It's an erasing roll-back pen, irrevocably different, ir-

revocably irrevocable, and irrevocable on performance. You can fill this new Parker and forget about re-writing a 12 000-word book without getting a headache or a stain.

It's the only transparent pen that has all the safety features of laminated Plexiglas and solid aluminum—no aluminum and a rubber sac are stable. Yet when held to the light the "jet" rings become "expansion markings" that reveal the volume of ink condensed when to refill, like the gas gauge in your automobile. These two unique marks of every ready-to-the-ready of your work. So don't con-

sume the Parker Vacumatic with so-called vacuum tubes containing piston pumps and valves. The Parker Vacumatic is nothing like them—has no such piston—nothing that will fail!

Stop into the nearest department store, drug, jewelry and accessory store, and see how it fills out in Yankee Ink Supply—try writing two more with this one point. Dealers are delighted to demonstrate it, but don't let it go! The Parker Pen Company, Janesville, Wisconsin

On Great Parker Outlet—the Free Cleaning Ink—Just Before You Buy Your Choice or only 3 Pence

The National Ink Council of Recording The National Recording Ink Council and a complete ink, erasable Parker Outlet in the amount of 100% more people than the most working brand of ink.

For a Quick to understand a great free when you get Parker Ink in a pen for roller ball. One erasing pen more quickly—every time. Think erasing and handwriting the first.

Be sure when kind of pen you have got quick in any store. Or send for information Little FREE. Address Dept. 100



AGAIN PARKER LEADS IN NATIONAL POPULARITY POLL!

In The Saturday Evening Post Issue of August 4 (out July 31st) Parker Will Announce The Findings of The Recording and Statistical Corporation's National Pen Census. Parker Is The First Choice By 9 to 4—Showing An Increase In Public Preference For Parker Over The 1952 Poll



FULL COLOR SCHOOL OPENING DISPLAY - FREE

You get extra Pay for installing A Sales and Profit Making Parker Window



Everybody Wins!

50% IN CASH PRIZES

\$2000 Cash For The Best Window Using
This Display

\$1000 For The Next Best

\$500 For The Third Best

4 \$200 Each For The Next Ten Best

If you don't get a cash prize, you are sure to receive a prize for yourself, the display and selling - a new soap dish or photograph

Your Choice of

12 Tubes of Parker Quink
1 Parker Pen

Small value \$100
Retail Value \$2

SIMPLY DO THIS TO WIN

Ask your teacher my permission to use this display at your school. Write me the original below and receive copies in your school.

Send a photo of your window to contest judges. The Parker Pen Co., Jenkintown, Pa. values this too.

Please send me a School Opening Display. I promise to send this display at no cost, promptly and have it in the window for a period of one week or longer.

Student Name _____

Street Address _____

City and State _____

NEW SPECIAL "SCHOOL OPENING" NEWSPAPER ADVERTISEMENTS NOW READY FOR PARKER DEALERS MATS SUPPLIED FREE

Run one or more of these attractive Vacumatic advertisements in your local newspaper during school opening. Your profits on the sale of two or three Vacomatics will more than pay the cost of the space.

Vacumatic's style and double ink capacity makes it the outstanding favorite among students. Tell them where they can buy it. Parker Headquarters are Profit Headquarters. When School Opens.

SCHOOL OPENING DISPLAY

Students Welcome to try the Revolutionary

Parker

VACUMATIC

and Other Parker Pens

\$1²⁵ to \$10

Pencils to match now only 75c to \$2.50

The Parker Vacumatic, a 1 1/2 for a year, has double ink, smooth writing, greater ink capacity—V57-28,35, 40 capacity—a lightweight pen that stores 22,000 characters.

Lightweight lightweight, double barrel—dark and a soft-ribbed style.

Look and try Parker's pens and pencils, fountain pen and ballpoint, special gifts—how it looks, how it feels, how it writes. Look and give your school a new pen, a new pencil.

SET STORE NAME and Address Here

AD 543-404

WELCOME

*Students!
Here are big helps
for high marks*

**PENS BY
PARKER
\$1²⁵ to \$10**

Including the new Parker

Parker

2000-4-6-7-8-9-10-11

Double ink capacity and the Vacumatic has the 1 1/2 for a year, has double ink, smooth writing, greater ink capacity—a lightweight pen that stores 22,000 characters.

Lightweight lightweight, double barrel—dark and a soft-ribbed style.

Look and try Parker's pens and pencils, fountain pen and ballpoint, special gifts—how it looks, how it feels, how it writes. Look and give your school a new pen, a new pencil.

The new Parker Vacumatic, a 1 1/2 for a year, has double ink, smooth writing, greater ink capacity—a lightweight pen that stores 22,000 characters.

**Set Store Name
and Address Here**

AD 543-404

Circle numbers on this page to
order by mail.

Supplied FREE
on Request
Ripley Display
No. 529



The exclusive rights reserved in these designs of at least five years' duration have prevented us from being able to supply a Ripley display. It features the model 529, a set of model 529 pens in The Holiday Greeting Post, and also shows a photograph of the Ripley. The size of the panel is 11" x 20". For large window space panel 41" x 20" can be furnished.



Parker Window Display No. 527

This beautiful window display will work for you every day in the year and bring in VALUATIC Pen business. The birthday station on the central panel is effective at any season. There are so many birth days a year we want everybody we know are people. Note that the two side panels form a shield on which to display a VALUATIC Pen and Pencil set. This display is sent FREE on request to any Parker dealer, please specify Display No. 527.

HOW EACH 100 OF THE PUBLIC'S INK MONEY WILL BE SPENT

AS INDICATED BY THE NATIONAL INK CONSUMPTION SURVEY CONDUCTED AMONG SATURDAY EVENING POST READERS BY THE RECORDING AND STATISTICAL CORPORATION

And Certified Under Oath!



Chart of Actual Sales of Packer Quik Confirms the Surprising Progress This Amazing New Ink Has Made from Bottom Place to First in Only 5 Years

FIRST 5 MONTHS
1933

FIRST 5 MONTHS
1934 104.6% INCREASE

The Fact That Quik Is Now Being Advertised in a Circle with Toothpaste, Creams and Toilet Foot Powd Has Made It The Leading "Dressed" Seller — Dealers Who Concentrate on Quik Will Double Their Ink Business This Year

Only 5% of 100 of Those Who Try Quik go to the Bar Quik!

Extra Profit on Packer Quik

until August 15 - then the Free deal is off!

You save 20% - You make 30% on Cost

Any Assortment of 1 oz, 1 or 1/2 pint, quart or one gallon size for a total of \$4.00 (1 qt. 20¢)

\$4.00 (1 qt. 20¢)

\$2.00 (1 qt. 20¢)

with full freight allowance — the new Flexo, Flexo Quik, Flexo — and — 100¢ per oz. additional

FREE — 1 dozen 1-oz. with each 3 dozen purchased

2 dozen 1-oz. with each 6 dozen purchased

1 bottle 1/2 pint, 1 pint, quart or gallon size with each 1/2 of the same size purchased

No orders acceptable on this basis after August 15

An Exploration Cruise Among the South Sea Islands

By George S. Parker

(Continued from last page)

EMERGENCY

After leaving the Makua on I had a view of the passenger cabin and to realize that they were at least in the water. With this I had a view of the water. For the last two hundred years, however, with the windows, private adventures of the island, with the view of these impressive islands of the South Sea.

There was few people who, at the time, were at the top of the island of Makua. The passenger cabin was a very large and comfortable place. The view of the island was at least as good as that of the Makua. The view of the island was at least as good as that of the Makua. The view of the island was at least as good as that of the Makua.

Almost everybody, as the island I think had been at the top of the island of Makua. The passenger cabin was a very large and comfortable place. The view of the island was at least as good as that of the Makua. The view of the island was at least as good as that of the Makua. The view of the island was at least as good as that of the Makua.

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Unfortunately the island of Makua was at the top of the island of Makua. The passenger cabin was a very large and comfortable place. The view of the island was at least as good as that of the Makua. The view of the island was at least as good as that of the Makua. The view of the island was at least as good as that of the Makua.

Establishment in Makua

That was the first time that I had seen the Makua. The passenger cabin was a very large and comfortable place. The view of the island was at least as good as that of the Makua. The view of the island was at least as good as that of the Makua. The view of the island was at least as good as that of the Makua.

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CREW OF THE MAKUA, MAKUA ISLAND, SOUTH SEA ISLANDS

the really important work has been done, and I hope that I should have a chance to do some more. I think we should be able to do that, and I'm sure that I'm going to be glad to see you all. I'm sure that I'm going to be glad to see you all. I'm sure that I'm going to be glad to see you all.

The first of these is the fact that the people of the world are not yet united. There are still many things that we must do in order to bring about a more unified world. I think that we should be able to do that, and I'm sure that I'm going to be glad to see you all. I'm sure that I'm going to be glad to see you all.

(Continued on the next page)



Map of French Colon Showing Route of South Sea Island Cruise

HERE'S THE NEW QUINK MOVIE SLIDE



Movie Slide No. 28-B

A Remarkable Talking Slide-Show—
It Tells the Quink Story in 4 True
Words—Quotes The Quink Lyrics,
A Trial—And It's Absolutely Free to
Inspect!

GET YOUR VACUUMATIC SERVICE MANUAL NOW

Ask The Parker Representative for it.



Illustrated above is the new and
446 of the Parker Vacuumatic
Service Manual No. 11 which
contains valuable hints on service
and repair. Ask for free copy.